



WJLA-TV WASHINGTON, DC

WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

Strategic Media Services
4601 N Fairfax Drive Suite 730
Arlington, VA 22203

Contract # 5337332

Schedule Dates 07/20/22-07/24/22
Advertiser American Prosperity Alliance (147471)
Agency Strategic Media Services (8287)
Product POLITICAL ISSUE (ns) (1187)
Brand Est.9367 (1759135)
Salesperson Monares, Barbara (3870)
Sales Office WJLA/GJLA/EJLA
Buyer Name
Phone/Fax /
CPE 774/860/9367
Account Types Local/Political Issue Agency BRD
Billing Type Standard
Comments Est.9367

Date Entered 07/19/22
Last Modified 07/22/22
Entered By Alexa Schram
CO-OP No
External # 11806811
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$24,202.50
Net Total \$137,147.50
Sales Tax

Washington (WJLA)

By Broadcast Month	Spots	Rate
Jul. 2022	54	\$161,350.00
Grand Total:	54	\$161,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	07/21/22-07/22/22	2	:30	6:58A- ABC-Good Morning America					2	2			4	\$1,100.00	\$4,400.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency)-3Q22 SELL (sell)	7/19/22
2.0	Normal Line / SPOT	07/21/22-07/22/22	2	:30	11:35P- ABC-Jimmy Kimmel					2	2			4	\$600.00	\$2,400.00	Washington (WJLA)	Daypart LF JIMMY KIMMEL(Agency)-3Q22 SELL (sell)	7/19/22
3.0	Normal Line / SPOT	07/23/22-07/23/22	2	:30	7A- ABC-Good Morning America Saturday							1		1	\$700.00	\$700.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA 7A SAT(Agency)-3Q22 SELL (sell)	7/19/22
4.0	Normal Line / SPOT	07/23/22-07/23/22	2	:30	8A- News-7News ON YOUR SIDE Weekend at 8AM							1		1	\$700.00	\$700.00	Washington (WJLA)	Daypart EM GOOD MORNING WASHINGTON 8A SAT(Agency)-3Q22 SELL (sell)	7/19/22
5.0	Normal Line / SPOT	07/24/22-07/24/22	2	:30	7:58:40A- ABC-Good Morning America Sunday								1	1	\$700.00	\$700.00	Washington (WJLA)	Daypart EM GMA-SUN(Agency)-3Q22 SELL (sell)	7/19/22

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6.0	Normal Line / SPOT	07/24/22-07/24/22	2	:30	8:59A- ABC-This Week								1	1	\$50,000.00	\$50,000.00	Washington (WJLA)	Daypart RT THIS WEEK(Agency)-3Q22 SELL (sell)	7/19/22
7.0	Normal Line / SPOT	07/24/22-07/24/22	2	:30	10A- News-Full Measure with Sharyl Attkisson								1	1	\$1,000.00	\$1,000.00	Washington (WJLA)	Daypart RT FULL MEASURE SHARYL ATTKISSON(Agency)-3Q22 SELL (sell)	7/19/22
8.0	Normal Line / SPOT	07/24/22-07/24/22	2	:30	10:27:55A- Government Matters								1	1	\$500.00	\$500.00	Washington (WJLA)	Daypart RT GOVERNMENT MATTERS(Agency)-3Q22 SELL (sell)	7/19/22
9.0	Normal Line / SPOT	07/21/22-07/22/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon					2	2			4	\$750.00	\$3,000.00	Washington (WJLA)	Daypart DT 7 NEWS ON YOUR SIDE @ NOON(Agency)-3Q22 SELL (sell)	7/19/22
10.0	Normal Line / SPOT	07/21/22-07/22/22	2	:30	4:59:30P- News-7News ON YOUR SIDE at 5PM					2	2			4	\$950.00	\$3,800.00	Washington (WJLA)	Daypart EN 7 NEWS ON YOUR SIDE @ 5P(Agency)-3Q22 SELL (sell)	7/19/22
11.0	Normal Line / SPOT	07/21/22-07/22/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM					2	2			4	\$1,500.00	\$6,000.00	Washington (WJLA)	Daypart EN 7 NEWS ON YOUR SIDE @ 6P(Agency)-3Q22 SELL (sell)	7/19/22

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12.0	Normal Line / SPOT	07/21/22-07/22/22	2	:30	6:27P- 6:30P (EST)					2	2			2	\$2,500.00	\$5,000.00	Washington (WJLA)	Daypart EN WORLD NEWS ADJ A(Agency)-3Q22 SELL (sell)	7/19/22
12.0.1	Closed Preempt	07/21/22															Washington (WJLA)	Advertiser Separation/Spot -cannot place in the same break, per B. Monares	
12.0.2	Closed Preempt	07/22/22															Washington (WJLA)	Advertiser Separation/Spot -cannot place in the same break, per B. Monares	
13.0	Normal Line / SPOT	07/21/22-07/22/22	2	:30	6:57P- 7P (EST)					2	2			2	\$5,000.00	\$10,000.00	Washington (WJLA)	Daypart EN WOLD NEWS ADJ B(Agency)-3Q22 SELL (sell)	7/19/22
13.0.1	Closed Preempt	07/22/22															Washington (WJLA)	Political/Exception - End Break sold ou	
13.0.2	Closed Preempt	07/21/22															Washington (WJLA)	Political/Exception - End Break sold ou	
14.0	Normal Line / Access	07/21/22-07/22/22	2	:30	6:58:46P- Wheel Of Fortune					2	2			4	\$3,500.00	\$14,000.00	Washington (WJLA)	Daypart PA WHEEL OF FORTUNE(Agency)-3Q22 SELL (sell)	7/19/22

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15.0	Normal Line / Access	07/21/22-07/22/22	2	:30	7:27:41P- Jeopardy					2	2			4	\$5,000.00	\$20,000.00	Washington (WJLA)	Daypart PA JEOPARDY(Agency)-3Q22 SELL (sell)	7/19/22
16.0	Normal Line / SPOT	07/21/22-07/21/22	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM					2				2	\$1,400.00	\$2,800.00	Washington (WJLA)	Daypart LN 7 NEWS ON YOUR SIDE @ 11P(Agency)-3Q22 SELL (sell)	7/19/22
17.0	Normal Line / SPOT	07/20/22-07/20/22	2	:30	6:58A- ABC-Good Morning America				1					1	\$1,100.00	\$1,100.00	Washington (WJLA)	Daypart EM GOOD MORNING AMERICA(Agency)-3Q22 SELL (sell)	7/19/22
18.0	Normal Line / SPOT	07/20/22-07/20/22	2	:30	11:59:56A- News-7News ON YOUR SIDE at Noon				1					1	\$750.00	\$750.00	Washington (WJLA)		7/19/22
19.0	Normal Line / SPOT	07/20/22-07/20/22	2	:30	5:59:26P- News-7News ON YOUR SIDE at 6PM				1					1	\$1,500.00	\$1,500.00	Washington (WJLA)		7/19/22
20.0	Normal Line / SPOT	07/20/22-07/20/22	2	:30	6:27P- 6:30P (EST)				1					1	\$2,500.00	\$2,500.00	Washington (WJLA)	WORLD NEWS ADJ	7/19/22
21.0	Normal Line / Access	07/20/22-07/20/22	2	:30	6:57P- 7P (EST)				1					1	\$5,000.00	\$5,000.00	Washington (WJLA)	WORLD NEWS ADJ	7/19/22
22.0	Normal Line / Access	07/20/22-07/20/22	2	:30	6:58:46P- Wheel Of Fortune				1					1	\$3,500.00	\$3,500.00	Washington (WJLA)		7/19/22
23.0	Normal Line / Access	07/20/22-07/20/22	2	:30	7:27:41P- Jeopardy				1					1	\$5,000.00	\$5,000.00	Washington (WJLA)		7/19/22

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24.0	Normal Line / SPOT	07/20/22-07/20/22	2	:30	11:00:26P- News-7News ON YOUR SIDE at 11PM				1					1	\$1,400.00	\$1,400.00	Washington (WJLA)		7/19/22
25.0	Normal Line / SPOT	07/20/22-07/20/22	2	:30	11:35P- ABC-Jimmy Kimmel				1					1	\$600.00	\$600.00	Washington (WJLA)		7/19/22
26.0	M/G For 13.0.1 / Prime	07/21/22-07/21/22	2	:30	10P- ABC-20/20: A Special Edition					2					\$3,500.00		Washington (WJLA)		7/20/22
26.0.1	Closed Preempt	07/21/22															Washington (WJLA)	Live Program Overrun/Spot - hearing ran long	
26.0.2	Closed Preempt	07/21/22															Washington (WJLA)	Live Program Overrun/Spot - hearing ran long	
27.0	M/G For 13.0.2 / Prime	07/22/22-07/22/22	2	:30	9P- ABC-20/20 (Friday)						1			1	\$3,000.00	\$3,000.00	Washington (WJLA)		7/20/22
28.0	M/G For 12.0.1 / Prime	07/22/22-07/22/22	2	:30	8P- ABC-Shark Tank (Friday)						1			1	\$2,500.00	\$2,500.00	Washington (WJLA)		7/20/22
29.0	M/G For 12.0.2 / Prime	07/22/22-07/22/22	2	:30	9P- ABC-20/20 (Friday)						1			1	\$2,500.00	\$2,500.00	Washington (WJLA)		7/20/22
30.0	M/G For 26.0.1 / Prime	07/23/22-07/23/22	2	:30	9P- ABC-Celebrity Wheel of Fortune (Saturday)							1		1	\$3,000.00	\$3,000.00	Washington (WJLA)		7/22/22
31.0	M/G For 26.0.2 / Prime	07/24/22-07/24/22	2	:30	10P- ABC-The 100000 Pyramid (Sunday)								1	1	\$4,000.00	\$4,000.00	Washington (WJLA)		7/22/22

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